

04/01/97

BOX PATENT APPLICATION
ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231

NEW APPLICATION TRANSMITTAL

18/835105

PATENT

CASE DOCKET NO. 2937-9

SIR:

TRANSMITTED HEREWITH FOR FILING IS THE ORIGINAL OR CONTINUATION-IN-PART APPLICATION OF

INVENTOR(S): Everett E. Schulze, Jr. of 1741 Fulton Street, Aurora, Colorado 80010

FOR: "MERCHANDISING USING CONSUMER INFORMATION FROM SURVEYS"

ENCLOSED ARE:

APPLICATION CONSISTING OF: SPECIFICATION: 48 PAGES; CLAIMS: 7 PAGES; ABSTRACT: 1 PAGE

6 SHEETS OF DRAWING (FORMAL OR INFORMAL).

DECLARATION

ASSIGNMENT TO: In-Store Media Systems, Inc. (Under separate cover letter)

POWER OF ATTORNEY

SMALL ENTITY STATEMENT

INFORMATION DISCLOSURE STATEMENT

PTO 1449 FORM

THE FILING FEE HAS BEEN CALCULATED AS SHOWN BELOW:

	(COL. 1) NO. FILED	(COL. 2*) NO. EXTRA	SMALL ENTITY		RATE	FEE	LARGE ENTITY		
			RATE	FEES			RATE	FEE	
BASIC FEE:				\$385.00	OR			\$770.00	
TOTAL CLAIMS:	19	-	20	0	X \$11 =	\$0.00	OR	X \$22 =	\$
INDEP. CLAIMS:	2	-	3	0	X \$40 =	\$0.00	OR	X \$80 =	\$
MULTIPLE DEPENDENT CLAIMS				+ \$130 =	\$	OR	+ \$260 =	\$	
*IF THE DIFFERENCE IN COL. 2 IS LESS THAN ZERO, ENTER "0" IN COL. 2.				TOTAL:	\$385.00			\$0.00	

ENCLOSED IS A CHECK IN THE AMOUNT OF \$ 385.00 TO COVER THE FILING FEE.

PLEASE CHARGE DEPOSIT ACCOUNT NO. 19-1970 IN THE AMOUNT OF \$ _____. A DUPLICATE COPY OF THIS SHEET IS ENCLOSED.

THE COMMISSIONER IS HEREBY AUTHORIZED TO CHARGE PAYMENT OF THE FOLLOWING FEES ASSOCIATED WITH THIS COMMUNICATION OR CREDIT ANY OVERPAYMENT TO DEPOSIT ACCOUNT NO. 19-1970. A DUPLICATE COPY OF THIS SHEET IS ENCLOSED.

ANY ADDITIONAL FILING FEES REQUIRED UNDER 37 CFR 1.16.

ANY PATENT APPLICATION PROCESSING FEES UNDER 37 CFR 1.17.

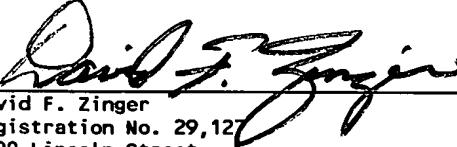
THE COMMISSIONER IS HEREBY AUTHORIZED TO CHARGE PAYMENT OF THE FOLLOWING FEES DURING THE PENDENCY OF THIS APPLICATION OR CREDIT ANY OVERPAYMENT TO DEPOSIT ACCOUNT NO. 19-1970. A DUPLICATE COPY OF THIS SHEET IS ENCLOSED.

ANY PATENT APPLICATION PROCESSING FEES UNDER 37 CFR 1.17.

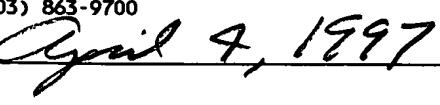
THE ISSUE FEE SET IN 37 CFR 1.18 AT OR BEFORE MAILING OF THE NOTICE OF ALLOWANCE, PURSUANT TO 37 CFR 1.311(B).

ANY FILING FEES UNDER 37 CFR 1.16 FOR PRESENTATION OF EXTRA CLAIMS.

THE COMMISSIONER IS HEREBY AUTHORIZED TO SUBMIT ALL CORRESPONDENCE RELATING TO THIS CASE TO THE BELOW NAMED ATTORNEY OR AGENT.

By: 

David F. Zinger
Registration No. 29,127
1700 Lincoln Street
Suite 3500
Denver, Colorado 80203
(303) 863-9700

Date: 

"EXPRESS MAIL" MAILING LABEL NUMBER: EM458067571 US
DATE OF DEPOSIT: April 4, 1997

I HEREBY CERTIFY THAT THIS NEW APPLICATION AND THE DOCUMENTS REFERRED TO AS ENCLOSED THEREIN ARE BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 C.F.R. 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C. 20231.

TYPED OR PRINTED NAME: 

SIGNATURE: 